

***Probiotics are live microorganisms which, when administered in adequate amounts, confer a health benefit on the host.***

-United Nations Food and Agriculture Organization (FAO)  
- World Health Organization (WHO)



Probiotics have been with us for as long as people has eaten fermented milk, but their association with health benefits dates only from the turn of last century when Nobel Prize winner, Elie Metchnikoff suggested that the long healthy life of Bulgarian peasants was due to their consumption of fermented milk. Today, with the evolution of the technology, probiotics can be a supplement just like vitamins and minerals that contribute to the balanced gut flora to enhance our health and well being.

### **HUMAN GUT FLORA IS FRAGILE AND PROBIOTICS KEEP IT STRONG!**

Our gut flora is a very complex ecosystem which is made up of a delicate balance of good bacteria and bad bacteria. The good ones must always outnumber the bad ones in order to perform a number of beneficial functions in the body which is important for general health maintenance. Disruption to the balance of this fragile microbial ecosystem may lead to a lot of gut health problems such as bloating, intestinal pains, nutritional deficiencies, constipation, and diarrhea and also seem to precede some diseases. The maintenance of healthy balanced gut flora becomes more challenging due to our modern day lifestyle. Factors such as stressful lifestyle, changing food habits (preferences for processed and sterile food), medications (especially antibiotic therapy) and increased aging population are contributing to the alteration of microbial population in the gut. However, the advancement of modern technology now allow us to access to probiotics as supplement to restore a healthy and balanced gut flora and to promote good gut health.

### **ARE YOUR PROBIOTICS GETTING THROUGH?**

You can replenish the good bacteria in your gut or restore the balance of gut flora by taking probiotic supplements. However, it is important to choose a probiotics supplement which fulfills the criteria below in order to exert their beneficial effects in our gut:

1. Non-pathogenic & non-toxicogenic
2. Capable to survive through the gut
3. Resistant to gastric acid and bile secretions
4. Able to colonize and adhere to intestinal cells and be metabolically active in the gut
5. Retain vitality during storage and use
6. Documented health benefits

It is also important to note that probiotics must be capable to resist heat shock and humidity since it is highly sensitive to heat and moisture especially in countries like Malaysia where the climate here is hot and humid.

Survival in the gut is vital! A probiotic must be alive when entering the gut to deliver desirable health effects. Thus it is important to improve the resistance of probiotic in two critical digestive conditions namely gastric acidity and bile salts that affect probiotic survival. The health benefits of probiotics will only be delivered when probiotics are able to pass through the stomach successfully, enter the small intestine and adhere to our colon.

**Biogrow™ Probiotics** provides a highly stable microencapsulated strains made from patented **microencapsulation** technology from Institute Rosell-Lallemand, Canada that ensures the probiotics are resistant to **heat shock up to 50°C, gastric acid and bile salts** and have **better survival rate**. Remember, only **LIVE** bacteria confer health benefits to its host, not dead ones!

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